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4 Sylvia Schick, et al.,  
5 Plaintiffs,  
6 v.  
7 BrandRep LLC,  
8 Defendants.  
9

10 Case No. 21-cv-03013-SI (SI)  
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**INITIAL CASE MANAGEMENT  
GUIDELINE AND CLERK'S NOTICE  
ON REASSIGNMENT**

12 IT IS HEREBY ORDERED that, pursuant to Rule 16(b), Federal Rules of Civil Procedure,  
13 and Civil L.R. 16-10, a Case Management Conference will be held in this case before the  
14 Honorable Susan Illston on Friday, July 30, 2021 at 2:30 p.m. in Courtroom No. 1, 17th floor  
15 Federal Building. Joint Case Management Statement due by July 23, 2021.

16 Plaintiff(s) shall serve copies of this Order at once on all parties to this action, and on any  
17 parties subsequently joined, in accordance with the provisions of Fed.R.Civ.P. 4 and 5.  
18 Following service, plaintiff(s) shall file certificate of service with the Clerk of this Court.

19 Counsel are directed to confer in advance of the Case Management Conference. Not less  
20 than seven days before the conference, counsel shall file a joint case management statement in  
21 compliance with the Civil Local Rules and the Standing Order for All Judges of the Northern  
22 District of California. Failure to file a joint statement shall be accompanied by a signed  
23 declaration setting forth the grounds for such failure. Failure to show good cause for such failure  
24 may subject the parties to sanctions.

25 Each party shall be represented at the Case Management Conference by counsel prepared  
26 to address all of the matters referred to in this Order, and with authority to enter stipulations and  
27 make admissions pursuant to this Order. The parties are encouraged to attend.

28 Any request to reschedule the above dates should be made in writing, and by stipulation, if

United States District Court  
Northern District of California

1 possible, not less than ten days before the conference date. Good cause must be shown.

2 At the case management conference the parties should be prepared to address and resolve  
3 the following: setting the date and the estimated length of the trial; setting the date for discovery  
4 cutoff; setting the date to designate experts and other witnesses; and setting the date for the pretrial  
5 conference.

6 Standing Orders: All parties shall comply with the Standing Order for All Judges of the  
7 Northern District of California concerning the contents of the joint case management conference  
8 statement and Judge Illston's Standing Order. Standing Orders can be found at:

9 <https://cand.uscourts.gov/judges/illston-susan-si/>.

10 Failure to comply with this Order or the Local Rules of this Court may result in sanctions.

11 See Fed.R.Civ.P. 16(f), Civil L.R. 1-4.

12 **NOTICE TO PRO SE LITIGANTS IN NON-PRISONER ACTIONS:**

13 If you are proceeding in this lawsuit without an attorney, and have not been granted leave  
14 to proceed *in forma pauperis*, then the following directives apply to you in the prosecution of your  
15 case.

16 The court hereby ORDERS you to comply with the service requirements of Rule 4 of the  
17 Federal Rules of Civil Procedure as set forth below. Failure to follow the procedures set forth in  
18 this order may result, under Rule 4 (m), in dismissal of your case.

19 It is your responsibility to obtain a valid summons from the clerk and to effect service of  
20 the summons and complaint on all defendants in accordance with Rule 4 of the Federal Rules of  
21 Civil Procedure. If you have named the United States government, a federal agency, a federal  
22 official or a federal employee as a defendant, you must comply with the special requirements of  
23 Rule 4 (i).

24 Service may be effected by any person who is not a party and who is at least 18 years of  
25 age, which means that you, as a party, may not effect service. If service of the summons and  
26 complaint is not made upon a defendant within 120 days after the filing of the complaint, your  
27 action will, under Rule 4 (m), be dismissed as to that defendant.

1           Within 125 days after the filing of the complaint, you must file proof of service indicating  
2 which defendants were served within the 120 days allowed under Rule 4 (m) and showing, in  
3 accordance with Rule 4 (i), how each of those defendants was served (for example, by attaching  
4 appropriate certificates of service). You must also show cause why a defendant not served within  
5 the 120 days allowed under Rule 4 (m) should not be dismissed without prejudice.

6           Failure to do these things within the designated time will result in the dismissal of your  
7 case under Rule 4 (m) and Rule 41 (b).

8           For additional information on procedures for litigating in Federal Court, pro se litigants are  
9 encouraged to contact the Court's Legal Help Center (415) 782-8982 or sign up for an  
10 appointment with the Center at 450 Golden Gate Avenue, 15th Floor, Room 2796, San Francisco,  
11 CA 94102.

12 Dated: 5/26/21

13 Susan Y. Soong  
Clerk, United States District Court

14  
15 By: \_\_\_\_\_  
16 Esther Chung, Deputy Clerk to the  
17 Honorable SUSAN ILLSTON  
18 (415) 522-2039  
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